

## **‘BOND-BRIDGE-LINK-INFLUENCE’ RELATIONSHIPS BY FARMER**

### **GROUPS TRIGGER ‘AMPLIFY-MULTIPLY’ EFFECTS**

**SANAT MISHRA<sup>1</sup>, SUSANTA K. DASH<sup>2</sup> & B. B. MISHRA<sup>3</sup>**

<sup>1</sup>Assistant Professor, TVCC, College of Veterinary Science & Animal Husbandry, OUAT, Bhubaneswar, Odisha, India

<sup>2</sup>Professor, Department of ABG, College of Veterinary Science & Animal Husbandry, OUAT, Bhubaneswar, Odisha, India

<sup>3</sup>Professor, Department of Business Administration, Utkal University, Bhubaneswar, Odisha, India

#### **ABSTRACT**

Group approach has been pursued as one of the means of developmental interventions in various agricultural projects, to usher in enterprise innovations and, changes in productivity and profitability mostly among small and marginal farmers. Its relevance in context of state like Odisha is more appropriate, as majority of the farming community (>80%) comes under small and marginal categories. Primarily, they operate below threshold level of operation that decides the minimum scale of production to garner an effective bargain in the value chain. The farmer groups (FGs) with higher ‘economies of scale’ and ‘economies of scope’ would be able to improve market access, thereby improve income. Under different projects, the FGs had been promulgated to take up ‘Market-Led Initiatives’ (MLIs) that help to build relationships within group members, between groups, with market players and other developmental actors. The study on ‘Market-Led Initiatives’ (MLIs) by the farmer groups in Odisha was carried out covering 5 developmental projects (ATMA, SGSY, OTLEP, Farmers’ Club and WORLP), 9 districts and 88 farmer groups to find out the relationships of farmer groups at different level viz. within group, between groups, with market players and other developmental actors building intra-group, inter-group, extra-group and supra-group relationships respectively. The group’s response was captured on a scale totaling 100 score with equal distribution of score across 4 different relationships. Thus, the maximum potential score for each type of relationship was 25. The responses so obtained were added to arrive at the ‘relationship score’ for that group. Further, the study also assessed the effect of ‘relationships-built’ by the groups, resulting in ‘amplification and multiplication’ effect. It was hypothesized that building relationship by the FGs helped in amplifying and multiplying the resultant outputs; which was obtained by the group responses, out of potential score of 50 for amplifying and multiplying effects each. Thus, the ‘amplify-multiply’ score was obtained for each group. The correlation between ‘relationship score’ and ‘amplify-multiply’ effect was calculated.

The four types of relationships by any FG in pursuance of MLIs viz. intra-group, inter-group, extra-group and supra-group led to bonding, bridging, linking and influencing relationships respectively. It was observed that the ‘relationship score’ of FGs under ATMA, SGSY, OTLEP, Farmers’ Club and WORLP were 61.90, 57.00, 55.63, 55.30 and 77.89 respectively. Analyzing the project wise scores, it was found that intra-group score were highest in ATMA, SGSY, OTLEP and WORLP; where as in ‘Farmers’ Club’, the extra-group score was the highest. The supra-group score was lowest component across all the projects. A strong positive correlation coefficient of 0.976 was obtained between ‘relationship score’ and ‘amplify-multiply’ effect for all the 88 groups put together. Thus, it may be construed that ‘bond-bridge-link-influence’ relationships by the FGs would trigger ‘amplify-multiply’ effect of MLIs positively. Accordingly, the group facilitators and project functionaries may pay due attention in building all types of relationships

viz. intra-group, inter-group, extra-group and supra-group, so as to ‘amplify-multiply’ effect of MLIs.

**KEYWORDS:** Bond, Bridge, Link, Influence, Relationship Score Amplify-Multiply Effect